



WPI G

ORDER

Flight Dates 10/09/12-10/15/12

Print Date 10/04/12

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<u>Contract / Revision</u>	251555	/	NELSON
<u>Original Date / Revision</u>	10/04/12	10/04/12	Agency C
<u>Advertiser</u>	Pol/Bill Nelson/Sen/FI/D		Billing Co
<u>Agency</u>	Abar-Hutton Media, LLC		6190 Gro
<u>Buying Contact</u>			Suite 20
6190 Grovedale Ct.			Alexand
Suite 200			
			Sales Of
			Sales Re
			Agency

Producer
NELSON FOR SENATE

Agency Com 15%
Billing Contact

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office DC
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 495
Alt Order # 06186859
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A50+
Rev Codes AGY POL CAND
Product Codes PL-Senate-Democrat
Priority P-2
Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%	2023-01-01	2023-06-30

Order Share 100% Market Value 19150

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVI	%	0

Order Totals

Order Totals			
Month	# of Spots	Net Amount	Gross Amount
October 2012	18	\$16,277.50	\$19,150.00
Totals	18	\$16,277.50	\$19,150.00

Billing Plan

Billing Plan					
Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
0.00	10/01/12	10/15/12	18	\$16,277.50	\$19,150.00
0.00					



WPLG

Print Date: 10/04/12

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Contract / Revision

251555

Flight Dates 10/09/12-10/15/12Hiatus DatesOriginal Date / Revision

10/04/12/ 10/04/12

Order Sep 00:15:00Advertiser Pol/Bill Nelson/Sen/FI/DProduct NELSON FOR SENATEEstimate # 495

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
60	WPLG	10/13/12	10/13/12	College FB Sat Prime 8p	CM	8-11:30P	-----1-	:30	1	\$1,500.00	P-2	0.00	NM		1	\$1,500.00	
<u>College FB Sat Prime</u> (8:00 PM-9:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1- 1 \$1,500.00 0.00																	
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1 WPLG 10/08/12-10/14/12 College FB Sat Prime 8p 8-11:30P (8:00 PM-9:00 P-----Sa-- :30(\$1,500.00) 0.00 NM																	
See MG 60.2																	
2 NPLG 10/08/12-10/14/12 Auto Racing #1 730-1130p -----5a-- :30 \$1,500.00 0.00 NM																	
(H) MG for 60.1 10/13 [program correction: nascar]																	
61	WPLG	10/14/12	10/14/12	Su 9-10p	CM	9-10pm	-----1	:30	1	\$6,500.00	P-2	0.00	NM		1	\$6,500.00	
<u>Revenge</u> (9:00 PM-10:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1 1 \$6,500.00 0.00																	
70	WPLG	10/14/12	10/14/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00	
<u>Local 10 News Sunday</u> (7:30 AM-8:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1 1 \$500.00 0.00																	
72	WPLG	10/14/12	10/14/12	Su GMA	CM	8-9am	-----1	:30	1	\$700.00	P-2	0.00	NM		1	\$700.00	
<u>Su GMA</u> (8:30 AM-9:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1 1 \$700.00 0.00																	
74	WPLG	10/14/12	10/14/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$600.00	P-2	0.00	NM		1	\$600.00	
<u>9a-Sun LCL 10 News</u> (9:30 AM-10:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1 1 \$600.00 0.00																	
75	WPLG	10/14/12	10/14/12	TWISF/Michael Putney	CM	1130a-1230p	-----1	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00	
<u>This Week in South F</u> (11:30 AM-12:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -----1 1 \$500.00 0.00																	
83	WPLG	10/09/12	10/12/12	M-F 3p Katie Couric	CM	3-4p	-T-TF--	:30	3	\$500.00	P-2	0.00	NM		3	\$1,500.00	
<u>Katie Couric</u>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 10/14/12 -T-TF-- 3 \$500.00 0.00																	
86	WPLG	10/15/12	10/15/12	M-F 6a LCL News	CM	6-7am	1-----	:30	1	\$750.00	P-2	0.00	NM		1	\$750.00	
<u>LCL 10 News @ 6am</u> (6:30 AM-7:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12 10/21/12 1----- 1 \$750.00 0.00																	
87	WPLG	10/15/12	10/15/12	M-F 7-9a GMA	CM	7-9am	1-----	:30	1	\$850.00	P-2	0.00	NM		1	\$850.00	
<u>Good Morning America</u> (7:30 AM-8:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12 10/21/12 1----- 1 \$850.00 0.00																	
														Totals	18	\$19,150.00	